

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

720 A



**FROM:** Human Resources Department

**SUBMITTAL DATE:**  
March 11, 2013

**SUBJECT:** Sole Source Purchase of Fitbit Zip™ Wireless Activity Trackers for the County of Riverside Wellness Program.

**RECOMMENDED MOTION:** That the Board of Supervisors 1) approve the sole source justification with Fitbit Inc. for the County's Wellness Program to purchase Fitbit Zip™ Wireless Activity Trackers renewable in one year increments for up to three (3) years, 2) authorize the Purchasing Agent to execute the sole source purchase 3) authorize the Chairperson to sign three (3) copies of the approved sole source; and 4) retain one (1) copy of the signed document and return two (2) copies to Human Resources for distribution.

**BACKGROUND:** On July 31, 2012, agenda item 3.28, the Board of Supervisors approved changes to the Optimal Health & Wellness Program in an effort to promote a strategic investment in health promotion of Riverside County employees.

*Barbara A. Olivier*  
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Barbara A. Olivier  
Asst. County Executive Officer/Human Resources Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 80,000	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2012/13

<b>SOURCE OF FUNDS:</b> Occupational Health and Wellness Budget	<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**

**APPROVE**

BY: *Ivan M. Chand*  
\_\_\_\_\_  
Ivan M. Chand      3/11/2013

**County Executive Office Signature**

Purchasing: *M. Seiler*  
Mark Seiler, Assistant Director

Departmental Concurrence

- Policy
- Policy
- Consent
- Consent

Dept's Recomm.:  
Per Exec. Ofc.:

**Prev. Agn. Ref.:**

**District:** All

**Agenda Number:**

**3-21**

**BACKGROUND continued:**

These changes include a simplified incentive model, a revised biometric screening reward protocol, and a new Platinum Action plan designed to focus participants on behavior changes that will have a greater impact on the health risk factors confronting the County's workforce. As noted in the Wellness Program Summary participants who take advantage of the program's 2013 Platinum Action plan must complete an action plan yielding 18 points by May 31, 2013 and agree to use an electronic tracker to log their exercise. In order to facilitate the achievement of the Platinum Action plan, Wellness Program participants will receive, at no charge, an electronic tracker.

In an effort to contain cost and meet the Wellness Programs requirements to provide an electronic tracker, the Wellness Program researched various vendors who supplied exercise tracking devices. Vendors were rated based on product rating, technical ability and overall cost to the County. After a thorough review of vendors, it has been determined that the Fitbit Zip™ Wireless Activity Tracker offers the most cost-efficient and reliable data reporting mechanism.

**Fitbit Zip™ Wireless Activity Tracker**

Fitbit trackers are the first all-day activity trackers to offer Bluetooth Smart connectivity and mobile application compatibility. The unique features of the Fitbit Zip™ Wireless Activity Tracker allows free group functionality and enterprise reporting solutions from their website (Fitbit.com).

The tracker provides a free customizable enterprise dashboard with graphs, tools, and charts to provide convenient accountability reporting from their website which eliminates the need for wellness participants to transmit data to the Wellness Program via mail, fax, or e-mail.

The data reported by the trackers will allow the Wellness Program coordinator to effortlessly create groups, leaderboards, discussion boards, and facilitates using groups to run seven (7) or thirty (30) day wellness challenges.

**Cost**

Fitbit, Inc., will extend tiered bulk rate pricing to the County. The tiered bulk rate pricing makes the Fitbit Zip™ Wireless Activity Trackers the lowest priced alternative that is consistent with the quality desirable for the use intended and the needs of the County's Optimal Health and Wellness Program.

There is no additional cost to the County for this recommendation. The incentive model is funded by contributions from Exclusive Care, Health Net, Kaiser Permanente, Standard Life Insurance, and administrative fees included in the medical plan premiums.

Date: March 11, 2013

From: Barbara A. Olivier,  
Assistant County Executive Officer /  
Human Resources Director

Department/Agency: Human Resources

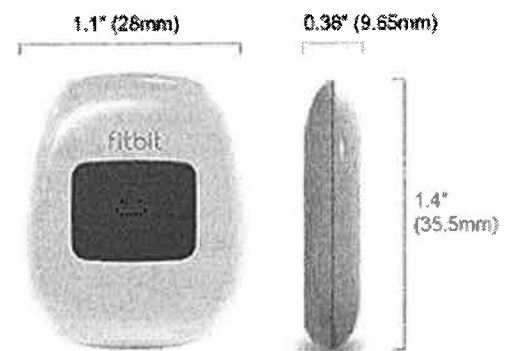
To: Board of Supervisors / Purchasing Agent

Via: Purchasing Agent

Subject: Sole Source Procurement; Request for Fitbit Zip™ Wireless Activity Trackers

The below information is provided in support of my Department requesting approval for a sole source. Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for sole source.

- 1. Supply/Service being requested:** Fitbit Zip™ Wireless Activity Trackers
- 2. Supplier being requested:** Fitbit, Inc.
- 3. Alternative suppliers that can or might be able to provide supply/service:** Alternative suppliers of activity trackers, including non-wireless activity trackers, include: BodyBugg, BodyMedia, Exerspy, Fitbit, Garmin, Nike, Omron, and Striiv.
- 4. Extent of market search conducted:** The Fitbit Zip™ Wireless Activity Tracker retails for \$59.95. The only competitively priced alternative is the Omron HJ-720ITC. The Omron HJ-720ITC retails for \$59.99. The Omron HJ-720ITC is a pocket pedometer with a USB connection; it can be carried in pocket or bag. It has a large display with clock and measures steps, aerobic steps and minutes, calories and distance. You can review a full week of exercise with 7-day history; it automatically resets at midnight so it's ready to go every morning. This pedometer includes software that tracks days, weeks, months and years of exercise and a detachable belt holder, security strap clip, USB cable CD-ROM & battery UPC. Data syncs to a personal computer via the USB cable. The Omron HJ-720ITC dimensions: 1.50" h x 6.75" w x 8.00" l, 8 ounces. The Omron HJ-720ITC is not a wireless activity tracker. It is larger and heavier than the Fitbit Zip™ which weighs only 0.29 ounces. The Omron data resides on a personal computer only, requiring potential wellness program participants to transmit their data via mail, fax, or email.
- 5. Unique features of the supply/service being requested from this supplier, which no alternative supplier can provide:** Fitbit Zip™ Wireless Activity Trackers provide the following benefits:
  - Zip™ Tracks steps, distance, and calories burned – and wirelessly syncs those stats to your computer, select smartphones, and Fitbit's free online dashboard.
  - Powered by Fitbit's leading-edge accelerometer, Zip™ accurately captures all-day activity that old-school pedometers can't handle. It bases calculations like calories burned on your personal profile – reflecting your personal stats, not an average individuals stats.
  - Wear it in your pocket, on a belt, or a bra – this tracker is as discreet or as visible as you want it to



- Its silicone clip will keep you comfortable throughout the day.
- Zip™ is also rain, splash, and sweat-proof. With a replaceable watch battery that lasts up to six months.
- Zip™ automatically syncs your information to PCs, Macs, the iPhone 4S, 5, iPod touch and the 3rd generation iPad. That means no buttons to push, no data to enter. Just real-time access to your stats and the Fitbit dashboard, 24/7. You can even register and pair your Fitbit devices via select smartphones – including certain Androids, coming soon.
- WIRELESS SYNC: Connect to any computer with Fitbit's wireless USB dongle (included). Sync occurs automatically when your tracker sits within 20 feet of the dongle. This technology allow for syncing station setup in common work areas when regular computer/internet access is not available to employees.
- BLUETOOTH 4.0 / BLUETOOTH SMART: Fitbit's trackers are the first all-day activity trackers to offer Bluetooth Smart connectivity, delivering real-time stats without sapping your phone's battery. Zip™ will sync without you doing a thing.
- Between Zip™, Fitbit's free mobile app, and the free online dashboard, you'll get a snapshot of your daily and cumulative progress with graphs, tools, charts, and a customizable dashboard. Fitbit's goal is to make your data digestible and useful.
- Fitbit's online tools allow you to create food plans, as well as log food, activities, weight, heart rate, blood pressure, and glucose levels.



**6. Reasons why my department requires these unique features and what benefit will accrue to the county:** In addition to the aforementioned unique features of the Zip™, Fitbit allows free group functionality and enterprise reporting solutions from their website, Fitbit.com. These solutions allow our wellness program coordinator to effortlessly create groups, leaderboards, discussion boards, and facilitates using groups to run 7 day or 30 day wellness challenges. A free customizable enterprise dashboard with graphs, tools, and charts, allows for convenient accountability reporting from the website; eliminating the need for wellness participants to transmit data to the wellness program via mail, fax, or email. The Bluetooth technology and mobile app compatibility answer the demand by wellness participants to make the wellness program more techno-accessible.

**7. Price Reasonableness including purchase price and any ongoing maintenance or ancillary costs from the supplier:** The retail price per unit is \$59.95. Fitbit, Inc. will extend tiered bulk rate pricing to the County. The tiered bulk rate pricing makes the Fitbit Zip™ Wireless Activity Trackers the lowest priced alternative that is consistent with the quality desirable for the use intended and the needs of the County's Optimal Health and Wellness Program.

For bulk purchases of 1000-3000 units, the pricing per unit is \$48.00, exclusive of applicable tax & shipping. The Optimal Health and Wellness Program anticipates the demand for the trackers to reach 1500 by the end of this fiscal year. An initial purchase of 1000 units needs to be completed soon to meet the current Wellness Program participation demand.

**8. Does moving forward on this product or service further obligate the county to future similar contractual arrangements or any ongoing costs affiliated with this sole source? (Maintenance, support, or upgrades, if so, please explain). No**

**9. Period of Performance:** March 1, 2013 to June 30, 2016, renewable in one year increments.

Barbara D. [Signature] 3/6/13  
Department Head Signature Date

Purchasing Department Comments:

Approve Approve with Condition/s Disapprove

Not to exceed: \$150,000 - Annual Amount through June 30, 2016

[Signature] 3-6-13 13-361  
Purchasing Agent Date Approval Number  
(Reference on Purchasing Documents)

County of Riverside Board of Supervisors Date